



Middletown Public Works Collects Plastic Toys October 2019

Background:

- In April 2019 the mayor and DPW kicked off the plastic toy collection with a ribbon cutting ceremony.
- The collection was promoted to the town and schools.
- By October 2019, the 40 foot bin was completely full!
- Second Chance Toys recruited and managed a team of 3 volunteers from Investors Bank to clean the toys.
- Second Chance Toys arranged for transport of toys by 1-800-GOT-JUNK? to three organizations:
 - Acelero Learning Center, Red Bank
 - Acelero Learning Center, Freehold
 - Department of Child Protection and Permanency, Monmouth



Results:

- Of the approximately 1000 toys collected, 200 toys were cleaned, bagged and donated that day.
- Average 800 lbs. of plastic diverted from the waste stream.
- A minimum of 400 children were positively impacted with each round of shared play.
- Local children that donated their toys learned firsthand the life lessons of giving and reuse.



Thank You For Your Support!!

- Bronna Lipton 908-310-6851 Bronna@secondchancetoys.org



"We are pleased to offer this collection to the community. It is a win win for our town, the environment and local children in need." - Amy Sarrinikolaou, Director of Community Development, Middletown Recycling Center